HUMOR - Does not work on print ads
Parliament - half in use. ✓
Saratoga
can't be too
clever
Smoke Joke
Ship Wrecking

Sales Simulation -
shows highest sales -
promotes brand -
we buy that.

ad/pack - Making mix with actual
product.
Sometimes inserts other
products - Rio -
Leaf
Salem
Newport

Source: https://www.industrydocuments.ucsf.edu/docs/mnmj0004

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